PLANNING COMMITTEE

I. General

A. Purpose of Festival

1. To provide pleasant entertainment for the people of Sonoma Valley.

2. To recall the history of Sonoma and its important part in the development of California.

3. To give thanks for a bountiful harvest.

B. Locale

1. Festival to be held primarily within the plaza and the areas immediately adjacent thereto, but this policy is not intended to exclude other logical locales, for example, the Community Center.

C. Non-commercial character

1. Festival is to be non-commercial in nature. Booths may make a profit, but their profit-making is to be secondary to their contribution to the purposes noted in Paragraph I. A., above.

a. Booths

(1) Are to be limited to food booths, booths for childrens' games, and other booths appropriate to the purposes of the Festival.

(2) Are to be constructed and decorated in keeping with a pre-1900 theme. Attendants should be appropriately costumed. Health regulations and Food Laws will be adhered to throughout entire period.

(3) Groups sponsoring a booth will not be charged a fee, in return, they will be asked to sponsor some event of the Festival activities.

(4) Ideas for the purpose, design, and construction of all booths must be approved by the Planning Committee.

Pagent Dir~~r~~ector Dan Ruggles.
Pagent Showing = 2 - Friday Eveing and Saturday
Eveing = 8-^{00} 9^{45} a possiable Showing Sunday
Depending on Train Time = Time of arrival
Time of Departure must have an Elasped
Time of at Least 6 hrs 11 - 5^{00} or 6^{00}
Pre Sale of Tickets on Train.
Ticket Sales Chairman - Robert Simpson
Tickets under controle of Bear flag Post
1943 - Veterans of Foreign Wars. Commander
Richard Hansen. Pioneer Flag. Co. allso
Control of all seating, no free Tickets.
Bleachers must go out to bid. Try to
get them as cheap as possiable - Insurance
three Bids Three Day's Libility - Rain Ect.
Jim Baker Chairman, Rides area
under control of Chairman - Pete Camp.
Ferris Wheel, Merrygoround, Ect. = 6 Rides
in all. to be located on 1st St. West.
4 chemical toilets Each. Location Both sides
of City hall in offset, City Hall to be Closed
all partisipating Both and vendors to park
in Parking Lot back of State Hotel -

Sugested parking Ball Park. S.P. Depot. allow Visitors to use the Downtown area Parking Lots to be Radio controled. Get in touch with Cheif. Grade Large Lot Brights Motors ask if the Lot on 2nd Str. East & Napa may be used. Rear of Post Office - Bank of America & Memorial Bldg all facilities: keep all parking next to plaza. free. for better circulation

Reason for Vintage Festival "Grape's,/ Wine, Harvest, time" ask. Vitmers to set up wine tasteing area. ask for a chair man. area North west of plaza - must be in shade. Location sugested would be easy to fence - and a control of trafic, ~~could be controlled~~ would be possiable try for. Six partisipants Locate some one with ripe grapes. Sign's Ect to be small not to glareing. Contact all Volenteer that want to work not for mame but work. and asign the right Job to the proper person.

VFW
VETERANS OF FOREIGN WARS OF THE UNITED STATES
DEPARTMENT OF CALIFORNIA - SIXTEENTH DISTRICT

Food & Game Booth Chairman

Sugested that we mix the food and
game Booths, in the alloted area
price of participants Based on the
amount the have paid over a three
year period. Keep a record of Income
so that in the future we will know
what to charge. Some have been
Paying to much and some not enough,
Chairman to have the authority to make
Spot check on cost of Material sale price
approximate amount sold. a good accounting
System needed? all booths should be
wort at least $25. minimum and Top's
depending on type of game.

5

FROM
COMMANDER W. S. ADAMS
16TH DISTRICT

VETERANS OF FOREIGN WARS
OF THE UNITED STATES

DEAR COMMANDER AND COMRADES:

With the passing of the First Quarter and the beginning of the second, I wish to thank all of you for keeping your shoulders to the wheel and in the spirit of true comradeship and doing the job that has to be done. Each and every post is to be congratulated. THANK YOU.

Since our last District Meeting of August, I have had the honor of visiting a few of the posts in the 16th District. I now understand why it is called the FIGHTING 16th. Now that a task I undertook, that is, Chairman of the Vintage Festival, is over, I shall look forward to my visits in earnest. I know that last year it was my privilege to have visited nearly all the posts in the 16TH District with Commander Davis and I am looking forward to seeing all of you again this year.

SOME DATES YOU SHOULD REMEMBER: October 17th - This is the Department Commander's annual visit to the Home Post 1020, Cpl. Edward L. Green at Yountsville - Time: 7:00. I am sure that all of us could help make this a happy and enjoyable evening for all of our comrades living at the home. It takes very little effort and you would add a lot of cheer. Thank you. Also our 16TH District Meeting will be held on the 6th day of November in Sebastapol. HOST: Post 3919 Goldridge. Lets all make plans now to be there. We have a lot of things to plan and there is no better place to do so than at a District get together.

In our great organization we have a motto, (Service to God and Country and above all - service to our comrades). As you know, in order to attain this goal we need membership. The Department has asked that the 16TH District meet a membership goal of 1500 new and continuous members by the 25th of the month of October. Knowing that all Quartermasters have sent out their dues reminders, and having the faith of JOB, I promised even more. I am sure that this will not cause any of us a strain, but just in case one should have forgotten, lets do a very natural thing and pick up the phone and call a comrade. Ask him if his dues are paid and if they are not, make arrangements to pick it up. Then ask if he would call some other comrade and ask for their dues. THANK YOU.

Lets all take up the challenge and make this year our greatest. Remember Bob's Slogan! BALANCE THE SCALE WITH MEMBERSHIP MIGHT.

Enclosed is a membership breakdown.

As you can see, we must go to work. I am sure that if the Quartermasters turn in all of their dues now, there will be a change in the picture.

Yours in Comradeship,

OCTOBER, 1966

W. S. Adams
16TH DISTRICT COMMANDER

as to the financial picture
Here it is in detail.

not a good picture. as you
can see. the action's that Happen
on the plaza more than ~~take's care~~
of Balances each other.

as for the pagent. over 700 seats
were provided for each performance
~~and the~~ they were not occupied
their are two item on the
bill's that are necessary but
throw the entire Balance out
of focus. No 1- seating $520.
#2 Lights = 16 this ~~is an item that~~
Has been going on for a long time
we should purchase these and save
at least ½ the Rental each year.

the Industrial exhibits when
told that the amusement ride's were
moving they cancelled out this left
a financial void very hard to over
come.

SONOMA VALLEY OF CHAMBER OF COMMERCE
Board of Directors Meeting
June 14, 1966

AGENDA

Call to order 7:30 A.M.

I. Minutes of the previous meeting

II. OLD BUSINESS

III. BUDGET & FISCAL
  a/ County aid request

IV. CORRESPONDENCE
  ✓ a/ Thank you - Sierra National Bank & KTOB - adventure folders
  b/ U. S. C of C visit June 24
  c/ Beautification letter
  ✓ d/ KABL
  ✓ e/ Recreation Planning & Management Conference

V. NEW BUSINESS
  ✓ a/ Membership - Charles L. Corley from associate membership to regular membership as Sonoma Valley Medical Labratory.
  ✓ b/ Candlestick pk 27- 10-17 Bob-Brown.

VI. REPORTS
  ✓ a/ unification - Incorporation Study
  ✓ b/ Subdivision & Flood Control Nathanson Creek area
  ✓ c/ Sonoma Valley Brochure
  ✓ d/ Youth employment
  ✓ e/ Chess Festival Barbeque
  ✓ f/ House and Garden Tour 3rd aug. $5.00
  g/ Vintage Festival

M.
H.
Temelect
Catering
Beer.
Winery.
# of Waitress

NEXT BOARD MEETING Tuesday June 28 - 7:30 A. M.
Chamber of Commerce office

COMING EVENTS:
June 20 - Boys Club Day Camp Begins
June 28 - Next meeting
July 3 - 4 -- Community Center old fashion 4th
July 8 - Valley of Moon Boys Club Talent Contest
July 10- Sons of Italy Picnic

KABL 7:30 P. M. Daily TEMELEC

The Financial picture, not very good.

Moving the amusement rides to Arnold Field resulted in a financial loss, not only from the rides but the Industrial exhibits were cancelled with this move.

The Pageant provided over 700 seats for each performance, these as you well know were not occupied.

There are two items which need attention, No. 1 the expenditure of $520.00 for seats No.2 $600.00 for lights.

This has been going on for a long time and should be curtailed. These items should be purchased outright, at least half the rental could be saved each year.

Report: Vintage Festival October 10,1966
To: Sonoma Valley Chamber of Commerce

From the time of my appointment, as chairman, I have enjoyed the association of all of my fellow workers. I have nothing but praise for all who cooperated and worked hard for a successful and enjoyable Vintage Festival. My heart felt thanks to all of you who made it possible.
A summation of the events:
The Queens contest, it got off to a good start,the willing young ladies,the full support of Mrs.Miles from the High School...but.. a lack of interest from the public.But through the determination of a few of the Queens, it continued and I believe that it was enjoyed by most.

The window decorations were outstanding, Don Brundage and his associates made this possible and they are to be congratulated. I am sure that next year we will have many more entrants , the spirit is there, all it needs is more support.

After several months of prepreations as to the schedule and locations of activities, to the best of my knowledge everything was set, at this time I was told that we could not put the amusement rides in the Plaza. After a long day of maneuvering they were finally located on the parking lot on Arnold Field. This split the overall function into two separate spots and from a financial point of view played havoc all around not to mention the increased responsibility of fire and security. This was taken in stride and they are to be congratulated.

The Blessing of the Grapes, always a huge success, under the chairmanship of Henry Maysonave. I would suggest that this highly impressive ceremony be given a more prominent part, it should be scheduled later in the afternoon or perhaps in the evening just before the Pageant, more lights and more color.

I believe that the Vintners should make an effort to participate.

Saturday was a beautiful day and enjoyed by all, and from the size of the crowd I am sure that our Publicity was very good.

On Sunday the scheduled attractions, Folk Dancing, Choral Groups, Bands and the Indian Dances, were very popular.

Scouting took a very decisive step forward, all of the Scouts and their Leaders are to be congratulated. A Job well done.

The Organizations of the Valley responded in great numbers and with enthusiasm, these attractions offered much entertainment and also a fair financial return. Our Thanks to all.

The greatest attraction of all was the Pageant with a cast of 225 performers under the very capable direction of Dan Ruggles. This production was enjoyed by 674 people. Friday evening 184, on Saturday at both performances there were 490. There was a lot of enthusiasm on the part of the cast and the producer but very little support from the general public. The cast worked hard and performed well.When the effort of possibly a thousand people give their hours of free time to a project such as this, it should be supported. this is a volunteer effort and the cost to an individual is small in comparison to the enjoyment ~~given to others~~ received and the satisfaction of knowing that it was all worth while.

SONOMA VALLEY CHAMBER OF COMMERCE
Board of Directors Meeting
October 11, 1966

AGENDA

Call to Order 7:30 A.M.

I. Minutes of the Previous Meeting

II. OLD BUSINESS
Nominating committee for 67 Board
Waiver of time limitation

III. FINANCES

✓ IV. CORRESPONDENCE

New Member - Westerterp Bros. Petaluma
Resignation - Town & Country Lumber
U C Site - Letters, Governor Brown, Rafferty, Collier, Bagley, and Santa Rosa Chamber of Commerce.
Santa Rosa J C Site - Letter from Santa Rosa Junior College
Sonoma Creek - Letter from Rep. Clausen
Small Business Conference - San Francisco December 7.
San Francisco Sport & Boat Show - County Booth - February
Bank of America - New Manager
Thank you - Glen Ellen Association

V. NEW BUSINESS

Legislative Propositions
  one man one vote - Legislative apportionment
  California Constitution revision Proposition 1A
  Resolution - yes on proposition 8
County Committee on U C Campus - Lee Tunkis, Ernie Smith, Bob Cannard
Xmas decorations - Merchants Committee
ANNUAL BANQUET

VI. REPORTS

Vintage Festival
Brochure
  Letter from Nicholas

NEXT BOARD MEETING
October 25, 1966

COMING EVENTS
October 25, 9:00 a.m. - Scenic Hwys Workshop - Div. Hwys. -
455 Golden Gate Ave., Rm. 1194
San Francisco